

ORDER



KSNV

Orders	Order / Rev:	105170	
	Alt Order #:	06838767	
	Product Desc:	OCEGUERA FOR CONG	
	Estimate:	1558	
	Flight Dates:	08/14/12 - 08/20/12	Primary AE:
	Original Date / Rev:	08/06/12 / 08/15/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
			Amy McCreary
			BLPHI
			National

Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%

Advertiser	Name:	Oceguera for Congress - Unse	New Business Thru:	
	Demographic:	A35+	Order Separation:	00 15:00
	Product Codes:	PLC02	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	24	\$18,575.00	\$15,788.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	24	\$18,575.00	\$15,788.75	0.00
Total	24	\$18,575.00	\$15,788.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCrory			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Value
KSNV	37%	\$18,575.00
Market	100%	\$50,202.70

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$13,052.70
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	19%	\$9,538.51
KTUD	0%	\$0.00
KVVU	16%	\$8,032.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	2%	\$1,004.05

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/14/12	08/20/12	M-F 5-6a WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
M-F 5-6a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$400.00 0.00															
E 2	KSNV	08/14/12	08/20/12	M-F 6-7a WakeUp w/Wagners		6-7a	MTWTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 3 \$700.00 0.00															
E 3	KSNV	08/14/12	08/20/12	Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$1,400.00 0.00															
E 4	KSNV	08/18/12	08/18/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Saturday Today															
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S- 1 \$625.00 0.00															
E 5	KSNV	08/19/12	08/19/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
TODAY ON SUNDAY no pgm 8/5, 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12 08/19/12 -----S 1 \$625.00 0.00															
E 6	KSNV	08/14/12	08/20/12	M-F Today Show II	3rd HCM	9-10a	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
3rd HCM															
M-F Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 3 \$500.00 0.00															
E 7	KSNV	08/14/12	08/20/12	M-F Today Show III	4th HCM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
4th HCM															
Today 4th Hour															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$325.00 0.00															
E 8	KSNV	08/14/12	08/20/12	Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
Noon News															
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$425.00 0.00															
E 9	KSNV	08/14/12	08/20/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
The Doctors															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 1 \$325.00 0.00															
E 10	KSNV	08/14/12	08/20/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
4PM NEWS (1 hour)															
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 1 \$600.00 0.00															
E 11	KSNV	08/14/12	08/20/12	M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$1,000.00 0.00															
E 12	KSNV	08/14/12	08/20/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/14/12 08/20/12 MTWTF-- 2 \$1,100.00 0.00															
E 13	KSNV	08/18/12	08/18/12	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00	

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Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12 08/19/12 -----S- 1 \$1,100.00 0.00															
N 14	KSNV	08/16/12	08/16/12	T	Thurs PR	8-9p	CM	8-9pm		---T---	:30	1	\$2,400.001	0.00	NM
Thursday Prime 8-9pm															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 08/13/12 08/19/12 ---T--- 1 \$2,400.00 0.00															
													Totals		
													24	\$18,575 00	